RESULTS AND DISCUSSION

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

In this chapter, the researchers will present the data gathered or the results of the study. The themes identified within the data include: (a) the relationship between the commercial viewing and the buying behaviour of children, (b) the positive effects of TV Commercials on children, (c) the negative effects of TV Commercials on children, (d) the perception of parents on how TV Commercials affects their children, (e) the most consumed and influential product that children watches on TV Commercials. The researchers will look for some related literature to verify that the data gathered are factual. According to (Bimali, 2012), Television is not only providing entertainment, but also force young children to demand for must have items. Earlier, young children were off-limits to advertisers and now they are directly appeal to them. This has resulted in adverse effects on the way children interpret and understand the message presented to them.

Summary of the Findings

The research question for this study – What are the Effects of TV Products Commercial on Children? – the researchers employ two types of questionnaire: (1) survey questionnaire for parents, and (2) interview for children. In order to answer the question for this study the perception of the parents is needed. Based on our questionnaire almost all the respondents are with their child.

These results stated that the parent respondent are with and guiding their child. For instances to the question, “Magkasama ba kayo ng iyong anak sa bahay? Gaano mo ito katagal binbantayan?” (Are you and your child lives in one house? How long do you take care for him/her?)

Ofelia replied, "Oo, kapag nasa bahay at walang pasok sa school" (Yes, I am with my daughter at home when she have no classes.)

Mheriz Divine answered, "Oo,12 hours ko siya nababantayan at 24 hours kapag Tuesday at Wednesday.” (Yes, I am with my daughter 12 hours a day and 24 hours every Tuesday and Wednesday.)

Marycris also answered, "Oo, sa hapon mga 10 oras" (Yes, 10 hours every afternoon.)

Reyann said, "Oo magdamag" (Yes, almost everyday.)

Jocelyn replied, "Oo, hanggang gabi" (Yes, everyday until the afternoon.)

Bernadette also replied, "Yes po, halos maghapon" (Yes,almost everyday until the afternoon.)

Merla stated , "Oo,10 hours palagi" (Yes, I am with my daughter 10 hours everyday.)

Lilibeth said, "Oo, madalas" (Yes, almost everyday.)

Joy said, "Oo, 15 hours" (Yes, 15 hours everyday.)

Raquel answered, "Oo buong maghapon" (Yes ,everyday until the afternoon.)

Vilma also answered, "Oo, lalo na tuwing wala siyang pasok" (Yes, especially when he have no classes.)

Armin replied, "Oo, hanggang siya ay pumasok sa paaralan" (Yes, I am with my son until he went to school.)

Angela answered, "Opo,17 hours" (Yes, 17 hours a day.)

These results shows that almost all the researchers parents participant and with their child and guiding them whenever they are available. They can observe and see what effects are happening to their child after watching TV Commercials. Due to this can, the parents can share their perception and answer to the question, “Sa tingin mo, ano ang naidudulot ng TV Commercials sa iyong anak?” (In your perspectives, how does TV Commercials affects your child?)

Susan answered, “Nakakapili sila sa TV ng mga gusto nilang bilhin.” (They can choose what they want products by watching TV.)

Elizabeth said, “Nakakapili siya ng mga bagong products sa TV.” (She can choose new products on TV.)

Mary Jane stated, “Madali siyang nakakapili ng mga gusto niyang baon sa school.” (He was able to easily choose foods to bring on school.)

Liezel also answered, “Nakakapili sila kung ano ang gusto nila.” (They can choose what they want.)

Edna said, “Naidudulot nito ang natututo siyang pumili ng product para sa kanya.” He learned on how to choose product that is applicable for him.)

Certain paprent participants stated that due to the TV Commercials, their children can choose product that they want and applicable for them. According to (Blades Oates, 2016), it’s important for children to learn that advertisements are trying to make you buy something. Ads are trying to influence the way you think or change your mind about something. And advertisers always aim to make their products look good, perhaps even better than they really are.

Monica said. “Nahihikayat nito ang aking anak na bumili ng produkto nila.” (It encourages my child to buy their product.)

Bernadette answered, “Nahihikakyat bumili.” (Encourage to buy.)

Roxanne replied, “Kagustuhang makuha ang produkto na iyon.” (Want to get the product.)

Luzuimida also replied, “Madalas siyang nahihikayat na bumili.” (He often encourages to buy.)

Jun responded, “Kung ano makita eh gusto bilhan ko siya din.” (He also want to buy what he sees on others.)

Rosalie stated, “Madalas siyang nagpapabili kapag umaalis.” (She often tell us to buy the product everytime we’re leaving.)

Elena answered, “Nahihikayat sila sa pagbili ng mga bagong produkto sa TV.” (They are convinced to buy new products they see on TV.)

Maricris said, “Hindi mabuti, pabili ng pabili.” (Not good, he always tell us to buy what he want.)

Grace replied, “Nakukumbinse siya sa pagbili ng iba’t-ibang pagkain.” (He is convinced dof buying different foods.)

Angelo stated, “Neenganyong magpabili.” (Encouraged ro buy.)

A part of certain parent respondents replied that TV Commercials affects their children through nagging them to purchase the product. According to (Hansen, 2015), Television advertisements targeted at children force them to nag their parents due to the increase in desire in them to acquire the advertised product, thereby influencing the family buying decisions. Advertising works on children. For example, the more TV a child watches, the more toys that child is likely to want and ask for.

Angela said, “May mga natutunan siya, katulad ng kung ano ang mga dapat niyang kainin at di pwedeng kainin sa katulad niyang bata. Mga inuming hindi pwede sa kanya, mga mabubuting gawain at ang magagandang asal o ugali.” (He had learned something, like what he should eat and not to eat, drinks that he’s not able to drink, good works, and good manners.)

Jherellaine answered, “Nagkakaroon ng konting kaalaman sa gamit.” (Having a little knowledge about things.)

Cynthia stated, “Lumalawak ang kanilang kaalaman sa produkto.” (Expanding their knowledge about products.)

Armin replied, “Nauunawan na niya kung para saan ang produktong patungkol dito.” (He understands what is the use of product.)

Vilma answered, “Natututo bumili ng mga pangangailangan.” (Learns to buy her needs.)

Merla said, “ Mayroon siyang magandang natututunan at hindi.” (She learned good and bad lessons.)

Maribeth responded, “Maraming nalalaman na mga iba’t ibang produkto ang aking anak.” (My child learns different products.)

Ofelia said, “May natututunan sila.” (They have learned.)

Ana answered, “Nagiging curious sila; madali nilang nalalaman kung ano at kung para saan ginagamit, o kung ano ang lasa ng pagkain.” (They became curious; they easily know what and where it is used and what is the taste of foods.)

Jacky stated, “Nagkakaroon sila ng kaalaman sa mga dapat bilhin.” (They have knowledge on what they have to buy.)

Emanuel replied, “Mas marami silang natututunan sa mga TV Commercials.” (They learn more on TV Commercials.)

And some of the parent respondents said that TV Commercials brings knowledge and information to their children. According to (Tajeram, 2016), TV ads have a lot of impact on children who may resort to blackmailing and nagging their parents to purchase the advertised products. Whereas a few parents opine that TV advertisements are a source of knowledge to them.

Advertising affects children in different ways. How children react to advertising can depend on several things, including their age, what they know or have experienced, and how much opportunity they’ve had to question and talk about what they see in the media. (Nash Pine, 2012) Parents stated the positive effects to the question, “Sa iyong obserbaston, ano ang magandang naidudulot ng TV Commercials ng mga produkto sa iyong anak?” (Based on y our observation, what are the good effects of watching TV Commercials to your child?)

Mary Jane said, “Nakakapili sila ng mga gusto nilang bilhin at naipapakita sa kanila yung mga bagong produkto.” (They can choose products that they want and it shows them new products.)

Elizabeth answered, “Nagiging aware siya tungkol sa mga products at nakakapili siya ng mga gusto niyang bilhin sa grocery.” (She becomes aware on products and she can choose what she wants to buy in grocery.)

Cynthia responded, “Nauunawaan niya kung paano at para saan ang isang produkto.” (My child understands what is the use of product.)

Maribeth responded, “Nalalaman nila kung may magandang dulot ang produkto o masama.” (They know if the product influences them good or bad.)

Ana replied, “Natututo at nalalaman nila agad yung mga bagay na napapanuod nila, pag kasama sila sa grocery store hindi na sila nagtatanong kung para saan ginagamit yung mga nakikita at binibili.:” (They quickly know and learn about things that they watched and when they’re in the grocery store they are not asking what is the use of product that they see and buy.)

Based on the results, the first effect that the parents notice on their child is that TV Commercials help their child to gain knowledge about the products. The uses, good and bad influences, and they become aware of what the product may cause to them. These results also said that children can choose the product that they want because of watching TV Advertisements. According to (Richard Lutz, 2016) Knowledge and understanding of the purpose of television advertising will affect how children are persuaded by commercials, and subsequent memory for commercial information

Michelle said, “Minsan nakakapulot ng aral.” (Sometimes they gained lessons.)

Chrisma stated, “Nagkakaroon ng kaalaman.” (Getting informed.)

Rose Marie said, “Nagkakaroon ng ideya sa panonood.” (Having idea by watching.)

Jun said, “Natututo sila kumanta, nagmememorize kase kung ano ang naririnig nila, kinakabisado nila yun.” (They learn how to sing and because they memorized what they hear on TV Commercials.)

Luzuiminda replied, “Marami silang nalalaman tungkol sa mga pagkaing gusto nilang bilhin.” (They know a lot about the foods they want to buy.)

Edna answered, “Natututo sila tumulong gaya ng sa commercial sa Ariel.” (they learn how to help because of TV Commercials like Ariel.)

Simply alike to the first effects, this another effect says that TV Commercials affects children minds on different ways and not only on persuading. It helps them to learn good manners, memorizing song lyrics that is useful for children, and learn colors. TV Commercials also gives idea on children. According to (Lisa Takala, 2013) Many commercials were also recalled through the music or the song melody (the children recalled and sang several of them), or by some final punch line which children or their parents go on utilizing as a piece of humor in everyday contexts.

Liza answered, “Nalalaman niya kung ano ang mga produktong pwede sa kanya bilang bata.” (She knows what product is applicable for her as a child.)

Rosalie responded, “Napipili niya ang mga gusto niya.” (He chooses what he wants.)

Lilian answered, “Naipapakita ng mga commercial yung mga pagkaing pwede sa mga bata.” (TV Commercials shows foods that is applicable for children.)

Angela replied, “Natututunan nila ang mga dapat nilang kainin, mga masustansiyang pagkain o produkto na maganda para sa mga batang tulad nila.” (They learn what they should eat, nutritious foods or good products for children like them.)

TV Commercials gives information to children. Therefore, another effect is stated by the parent participants is that TV Commercial helps children to know product that is appropriate for them. According to (Rashid Salaria, 2014), It helps in enlightening audience knowledge, provide information, educate them and make available skills how to handle different people in different situations.

In this study, the researchers are looking for both positive and negative effects of TV Commercials on children. Negative effects are stated by the parents to the question, “Sa iyong obserbasyon, ano ang hindi magandang naidudulot ng mga TV Commericials ng mga produkto sa bata?” (Based on y our observation, what are the bad effects of watching TV Commercials to your child?)

Michelle said, “Nagiging makulit pag hindi nabibigay ang gusto.”

Rosalie answered, “Pinapabili niya yung pagkain kahit hindi pa niya natitikman.”

Maricris replied, “Minsan pabili ng pabili, nagiging magastos.”

Khaye responded, “Pagpilit sa magulang na makuha ito.”

Angelo also replied, “Nagpapabili ng nagpapabili.”

Some TV Commercials encourages children to buy a product. Since children do not have enough money to spend on what they want, advertisements encourage children to their parents to buy the products they see in commercials, regardless of whether they need them or not and whether they are useful or not. According to (Maanasi, 2017), Children throw tantrums and use different tactics to force the adults to get them what they want.

Maribeth said, “May mga hindi pa dapat makita na produkto ang mga bata.”

Lilian replied, “Namumulat siya sa mga alak na produkto.”

Luzuiminda responded, “Madalas silang nahihikayat na bumili at nakikita nila ang mga bilihing hindi pambata tulad ng sigarilyo.”

Marycris stated, “Nalalaman nila yung mga produkto kahit hindi pambata tapos nagtatanong sila tungkol don.”

Monica answered, “Nakakapanood sila ng commercial na hindi para sa bata.”

According to Vitelli (2013), “Sometimes TV advertisements shows negative modeling—for example, smoking, drinking alcohol as a minor, and swearing that is not appropriate for a child to watch.” Due to negative modelling of TV Commercials, children that are exposed on TV have tendency to imitate actions, doings, and things that are not good and dangerous for them. Not all TV Commercials are targeting children, so it is impossible to get rid of TV Commercials that are not applicable to them.

Grace replied, “Madalas silang bumili ng mga junk foods kahit nasa paaralan”

Mary Jane responded, “Hindi nya mapigilang magpabili ng mga junk foods na nakikita sa TV”

Emanuel answered, “Nakakapanuod sya ng mga produkto na masama sa kalusugan”

Shikira staed. “Madalas syang magpbili ng mga noodles, softdrinks at junk foods.”

Based on parents answers children are captivated of TV Commercials that is unhealthy for them especially junkfoods and softdrinks. Some commercials encourage children in buying unhealthy foods that can affect their health. According to Maanasi (2017) With so many attractive commercials, marketing junk foods and unhealthy beverages, children’s health has been adversely affected. These ads encourage unhealthy eating, which in turn has led to an increase in obesity, diabetes, heart problems and other conditions in young children.